As a small business owner I'm on a plane just about every week. It's bad enough hearing others' loud, innane conversations until the cabin door closes. It would be unbearable to have to listen to other cell phone conversations during the flights (my average flight time is 3 hours). I count on flight time to get my work done, usually on a PC. My work is just as important to me as someone's cell phone conversation is to them. Please, please, please, please do not \*not\* \*not\* allow cell phone useage during flights.